



PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 • TELEPHONE (917) 683-5000

June 22, 1999

VIA FACSIMILE AND FIRST CLASS MAIL

Mr. Sheldon Diamond
See Factor Industry Inc.
37-11 30th Street
Long Island City, NY 11101

Re: Master Settlement Agreement

Dear Mr. Diamond:

Pursuant to the provisions of the Master Settlement Agreement entered into by certain tobacco product manufacturers, including Philip Morris Incorporated ("Philip Morris"), and certain settling states, please be reminded that, effective July 1, 1999, incentive items bearing cigarette brand names or logos may not be distributed.

Thank you for your cooperation. Please call if additional information would assist you in any way.

Sincerely,

Ina Broeman

Director, Event Marketing

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